THAT WHICH IS CLAIMED IS:

1.   An intermediary marketing communication system that facilitates the establishment of cross-referral agreements among members of a marketing community, comprising an agreement server that is
5   remotely accessible by members of the marketing community, and that is configured to allow members of the marketing community to negotiate and establish cross-referral agreements with other members of the marketing community.

2.   The intermediary marketing communication system according to Claim 1, further comprising:
    a virtual area that is remotely accessible by members of the marketing community and that contains
5   member provided information; and
    means for allowing members to search member provided information contained within the virtual area to identify potential partners to cross-referral agreements.

3.   The intermediary marketing communication system according to Claim 1, further comprising a financial server that is remotely accessible by members of the marketing community, and that is configured to
5   handle the transfer of fees between members who have established cross-referral agreements with each other.

4.   The intermediary marketing communication system according to Claim 1, further comprising means for allowing members to sell or trade rights in cross-referral agreements with other members.

5.   The intermediary marketing communication system according to Claim 4, wherein the means for allowing members to sell or trade rights in cross-referral agreements with other members comprises an auction server that is remotely accessible by members of the marketing community, and that is configured to allow members to conduct auctions for rights in cross-referral agreements.

6.   The intermediary marketing communication system according to Claim 1, wherein the means for allowing members to search member provided information within the virtual area comprises means for allowing members to identify at least one of goods and/or services offered by other members and/or locations of other members.

7.   The intermediary marketing communication system according to Claim 1, further comprising means for allowing members to add and/or edit information contained within the virtual area.

8.   The intermediary marketing communication system according to Claim 1, further comprising a communications server that is configured to send messages to clients of members, and that is configured to include information about a member within messages sent on behalf of another member to clients of the other member pursuant to a cross-referral agreement between the members.

9.   The intermediary marketing communication system according to Claim 8, wherein messages sent by the

communications server are selected from the group

consisting of e-mail messages, HTML e-mail messages,

5   graphical messages, moving graphical messages, and

audible messages.

          10. An intermediary marketing communication

system that facilitates the establishment of cross-

referral agreements among members of a marketing

community, comprising:

5   a communications server hosted by an

intermediary, wherein the communications server is

configured to send messages to clients of members, and

wherein the communications server is configured to

include information about a member within messages sent

10   on behalf of another member to clients of the other

member pursuant to a cross-referral agreement between the

members;

          a virtual area that is remotely accessible by

members of the marketing community and that contains

15   member provided information;

          means for allowing members to search member

provided information contained within the virtual area to

identify potential partners to cross-referral agreements;

          an agreement server that is remotely accessible

20   by members of the marketing community, and that is

configured to allow members of the marketing community to

negotiate and establish cross-referral agreements with

other members; and

          means for allowing members to sell or trade

25   rights in cross-referral agreements with other members.

          11. The intermediary marketing communication

-24-

system according to Claim 10, wherein messages sent by the communications server are selected from the group consisting of e-mail messages, HTML e-mail messages, graphical messages, moving graphical messages, and audible messages.

12. The intermediary marketing communication system according to Claim 10, wherein the means for allowing members to sell or trade rights in cross-referral agreements with other members comprises an auction server that is remotely accessible by members of the marketing community, and that is configured to allow members to conduct auctions for rights in cross-referral agreements.

13. The intermediary marketing communication system according to Claim 10, further comprising a financial server that is remotely accessible by members of the marketing community, and that is configured to handle the transfer of fees between members who have established cross-referral agreements with each other.

14. The intermediary marketing communication system according to Claim 10, wherein the means for allowing members to search member provided information within the virtual area comprises means for allowing members to identify at least one of goods and/or services offered by other members and locations of other members.

15. The intermediary marketing communication system according to Claim 10, further comprising means for allowing members to add and/or edit information

contained within the virtual area.

16. A method of establishing cross-referral agreements among members of a marketing community, the method comprising the following steps performed by a member of the marketing community via a Web site of an intermediary:

searching information about other members of the marketing community contained within a virtual area of the intermediary Web site;

identifying a member with which to establish a cross-referral agreement; and

establishing a cross-referral agreement with the identified member via an agreement server such that information about one of the members is included within messages sent on behalf of the other member by the intermediary.

17. The method according to Claim 16, wherein the step of searching information about other members of the marketing community contained within a virtual area of the intermediary Web site comprises searching at least one of information about goods and/or services offered by other members and/or locations of other members.

18. The method according to Claim 16, further comprising selling or trading rights in the established cross-referral agreement to another member of the marketing community.

19. The method according to Claim 18, wherein the step of selling or trading rights in the established

cross-referral agreements to another member of the
marketing community is performed via an auction server.

20. A computer program product for
establishing cross-referral agreements among members of a
marketing community, the computer program product
comprising a computer usable storage medium having
5   computer readable program code embodied in the medium,
the computer readable program code comprising:
computer readable program code for searching
information about other members of the marketing
community contained within a virtual area of a Web site
10   of an intermediary;
computer readable program code for identifying
a member with which to establish a cross-referral
agreement; and
computer readable program code for establishing
15   a cross-referral agreement with the identified member via
an agreement server such that information about one of
the members is included within messages sent on behalf of
the other member by the intermediary.

21. The computer program product according to
Claim 20, wherein the computer readable program code for
searching information about other members of the
marketing community contained within a virtual area of
5   the intermediary Web site comprises computer readable
program code for searching information about at least one
of goods and/or services offered by other members and/or
locations of members.

22. The computer program product according to

Claim 20, further comprising computer readable program code for selling or trading rights in the established cross-referral agreement to another member of the

5   marketing community.

      23.   The computer program product according to Claim 22, wherein the computer readable program code for selling or trading rights in the established cross-referral agreements to another member of the marketing

5   community comprises computer readable program code for conducting an auction via the intermediary Web site.